

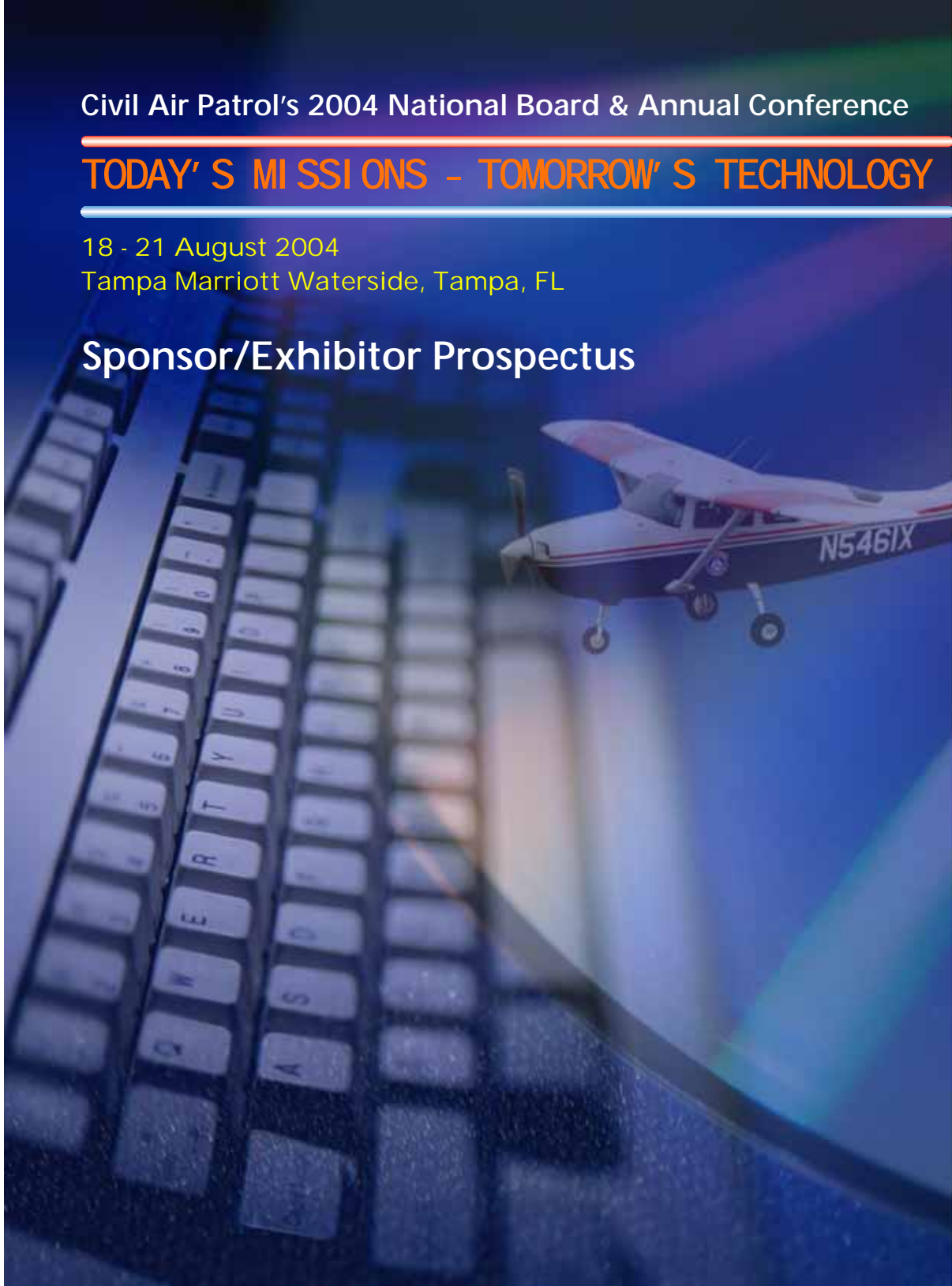
Civil Air Patrol's 2004 National Board & Annual Conference

## TODAY'S MISSIONS - TOMORROW'S TECHNOLOGY

18 - 21 August 2004

Tampa Marriott Waterside, Tampa, FL

### Sponsor/Exhibitor Prospectus



Sponsored by



# GET CONNECTED

## Sponsorship Opportunities

Sponsoring and exhibiting at Civil Air Patrol's National Board & Annual Conference introduces your company to a new world of contacts and ensures your marketing message is effectively presented to a key audience of aviation professionals. When you become a sponsor, you will not only stand out above your competition, but will also show your support for CAP.

Sponsorship booth packages are outlined below. All sponsorships of \$1,000 or more will receive a booth package determined by the amount of the sponsorship. Booth packages are a great value for companies of all sizes. Conference-program advertising is also a valuable sponsorship option. Advertising rates and specifications are listed on the back of this brochure.

### Primary Sponsorship \$10,000 and Above

Receive three booth packages, six banquet tickets, one full-page, full-color ad in a prime position in the conference program, sponsorship listing in conference program, general assembly recognition, appropriate sponsorship signage, recognition on the CAP Annual Conference Web site and link to your company home page, and recognition in the *Civil Air Patrol News*.\* **Primary sponsors are automatically eligible to participate in the CAP Corporate Partnership Program.**

### \$5,000 - \$9,999 Sponsorship

Receive two booth packages, four banquet tickets, one half-page ad in the conference program, sponsorship listing in conference program, general assembly recognition, appropriate sponsorship signage, recognition on the CAP Annual Conference Web site and link to your company home page, and recognition in the *Civil Air Patrol News*.\*

### \$1,000 - \$4,999 Sponsorship

Receive one booth package, two banquet tickets, one quarter-page ad in the conference program, sponsorship listing in conference program, general assembly recognition, appropriate sponsorship signage, recognition on the CAP Annual Conference Web site and link to your company home page, and recognition in the *Civil Air Patrol News*.\*

### Door Prizes

All sponsors, exhibitors and advertisers are encouraged to donate door prizes for attendees. All contributors will receive recognition on conference signage, in the conference program, and during the conference general assembly.

\* The *Civil Air Patrol News* is a bi-monthly publication with a circulation of more than 62,000.

## NETWORKING OPPORTUNITIES

### Conference Presenting Sponsor **\$30,000**

Want to see your company logo everywhere? This is the sponsorship package for you! A conference presenting sponsor will be promoted throughout the conference in a variety of ways. You will receive a three-booth sponsorship package including banquet tickets, a full-page, full-color ad in the conference program on the back cover, sponsorship listing in the conference program, recognition during general assembly, recognition through CAP press releases, recognition on the CAP Annual Conference Web site and link to your company's home page, and recognition in the *Civil Air Patrol News*. Additionally, your company logo will be printed on all conference pieces including the conference program cover, awards program, banquet program, pocket agenda, cocktail napkins at formal banquet reception, and your logo displayed on every banquet table. Prominent sponsorship signage will be displayed throughout the conference along with signage at the pre-banquet reception and CAP formal banquet. This is a great opportunity to make a lasting impression.

### Beachcomber Bash Reception **\$20,000**

Get in on the fun in the exhibit hall! Sponsorship items include koozies, sun visors, sunglasses, live entertainment and tropical decorations. Sunglasses, visors and shades will be imprinted

with your company logo. Request your favorite Jimmy Buffet tune while visiting with attendees. You will receive a three-booth sponsorship package including banquet tickets, a full-page, full-color ad on the inside front cover of the conference program, sponsorship listing in the conference program, recognition during general assembly, recognition through CAP press releases, recognition on conference signage, additional signage prominently displayed at the Beachcomber Bash, recognition on the CAP Annual Conference Web site and link to your company's home page, and recognition in the *Civil Air Patrol News*. Take advantage of this great opportunity to be a part of the hottest CAP beach party ever!

### Lunch in the Exhibit Hall **\$10,000**

Make a hungry crowd happy! Lunch sponsor will receive a three-booth sponsorship package including banquet tickets, a full-page, full-color ad in a prime position in the conference program, sponsorship listing in the conference program, recognition during general assembly, recognition through CAP press releases, recognition on the CAP Annual Conference Web site and link to your company's home page, and recognition in the *Civil Air Patrol News*. Additionally, sponsorship signage will be prominently displayed during the lunches in the exhibit hall.

TODAY'S MISSIONS - TOMORROW'S TECHNOLOGY

<http://www.cap.gov/events/nbmain.html>



### First-time Attendee Reception **\$4,000**

This is an excellent opportunity to visit with the Chairman of the CAP Board of Governors, CAP National Commander and CAP Executive Director during an intimate private reception for first-time attendees. In addition to the booth package, your company logo will be printed on cocktail napkins, your logo may be displayed on a projection screen as a backdrop during the reception, and sponsor signage will be placed for all to see.

### Refreshment Break in the Exhibit Hall **\$3,000**

Attendees always enjoy the refreshment breaks and they increase traffic in the exhibit hall. Sponsor will receive a booth sponsorship package and additional sponsorship signage will be prominently displayed during the breaks.

## EXCLUSIVE PROMOTIONAL ITEMS

### Attaché bags **\$6,500**

Always a favorite item, your logo will appear on these sharp-looking, black, leather-like attaché bags along with the conference logo. This is a nice bag that is sure to be used by CAP members well after the conference is over. Logo limited to one color, please.

### Conference T-shirts **\$5,500**

Your company logo will be printed on the front pocket area with the conference graphics on the back. Your company is sure to have maximum exposure with these quality T-shirts, and they are always a popular item for all attendees.

### E-mail Stations (3 available) **\$5,000**

High-visibility sponsor opportunity as everyone checks their e-mail. Stations located in the exhibit hall will use your logo as a screen saver and your company's home page will be set up as the default. Your booth will be located next to the station so you may take advantage of the high-volume traffic. Each station will house two laptops provided by CAP.

### Translucent Padfolios **\$4,500**

These cool-looking translucent binders with CD holder will put your company information in the hands of attendees throughout the conference and back home. These binders come with a full-size writing pad and will have your company logo imprinted on the front.

### CD Cases **\$4,000**

These neoprene CD cases are great to have for carrying important files. Your logo imprinted on the CD case will ensure continued visibility for you company. CD case holds 12 CDs.

### Mouse Pads **\$3,500**

Technology is the theme of our annual conference, so what a perfect way to get your company logo, Web site and product information in front of all CAP members. Sponsor provides full-color artwork.

### Name Badge Lanyards **\$2,500**

Lanyards - another conference favorite - put your company name, Web site and/or phone number in front of all attendees throughout the conference.

### Translucent Luggage Tags **\$2,000**

This is a new sponsorship item that attendees will use for many years. Nice, plastic tags with your company logo printed on one side and a plastic sleeve for a business card on the other.

### Participation Awards **\$1,500**

This is a popular sponsorship every year consisting of three high-tech gifts to be awarded Saturday evening at the banquet. Attendees must visit at least six vendor booths to be eligible to win a prize. Digital cameras, Palm Pilots, and GPS tracking devices have been popular prizes at past conferences.

### Conference Pens **\$1,000**

This sponsor item is sure to promote your company throughout the conference and long afterward. Your company logo will be imprinted on conference pens to be handed out with registration materials to all attendees.

### Custom Sponsorship

Looking for something you didn't see on this menu of opportunities? We are happy to create custom sponsorship packages to meet your needs. If you have a unique idea or concept that will enhance your presence and participation in the CAP Annual Conference, please contact Linda Tynan today at 334-953-7767 or [ltynan@cap.gov](mailto:ltynan@cap.gov) to discuss details. We want to provide every opportunity possible to help you reach your marketing goals.

### CAP Corporate Partner Program

Take your sponsorship to the next level. Contributions of \$10,000 and above make you eligible to become a CAP Corporate Partner. In addition to conference exposure, as a CAP Corporate Partner you can receive year-round national exposure as a supporter of CAP's 62,000-plus volunteer members.

A Corporate Partners receives ongoing exposure through press releases, *Civil Air Patrol News*, placement on CAP Web site along side other corporate partners with a link to your home page, recognition in CAP's Annual Report to Congress, your company logo included on e-mails and conference promotional materials to CAP members, and most importantly, the right to use the CAP Corporate Partner/Supporter logo in your advertising and marketing programs.

You will reach an audience of more than 62,000 consumers, 10,000 pilots (4,000-plus aircraft owners), and more than 1 million households with a direct affinity to CAP.

Consider a CAP corporate partnership when making your decision. For more information on the exposure you will receive, contact Jim Shea, CAP Director, Strategic Partnerships, at 866-948-5101 or [jshea@cap.gov](mailto:jshea@cap.gov).



# EXHIBITOR INFORMATION

## Exhibition details

Booth space is a great value at \$59.90 per square foot!

Each 10' x 10' booth will include:

- 8' high back drape - 3' high side drape
- One 6' skirted table & two chairs
- Two conference registrations and exhibit hall passes  
(Additional passes may be purchased for \$30)
- 7" x 44" ID Sign
- Wastebasket
- Company name and service/product description in conference program (provide to Tim Frantz by **15 July 2004** either on your registration form or by e-mail at [tfrantz@cap.gov](mailto:tfrantz@cap.gov))
- Security is provided in the exhibit hall during closed hours

## Space Availability

**Space in the exhibit hall is limited, so send in your registration today to guarantee your company's representation.**

Exhibit booth registration is on a first-come, first-served basis.

No registrations will be accepted by mail after 31 July 2004.

After that date you must contact the Exhibit Hall Coordinator, Linda Tynan, at 334-953-7767 or [ltynan@cap.gov](mailto:ltynan@cap.gov).

## Optional Services

Once registration has been received, traditional conference services and supplies will be available through the conference decorator and provided to exhibitors with the exhibit package. Complete shipping instructions and required labor information will be included in the decorator's exhibit package. Forms for electric, modem, phone and high speed Internet will also be provided. Exhibitors should make these arrangements with the hotel using the paperwork in the decorator package. We suggest you bring extension cords and power strips, as some companies will charge extra for supplying them.

## Security

Civil Air Patrol will provide security when the exhibit area is closed. However, the exhibitor is solely responsible for his/her own exhibit material and should insure against loss or damage. All property of an exhibit is understood to remain in the exhibitor's own care, custody, and control in transit to or from or within the confines of the exhibit hall.

## Building and Equipment

Exhibitors or their agents must not injure or deface the walls or floors of the building, the booths or the equipment in the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged. All materials used in decorating must conform with National Electrical Code safety rules. Combustible materials or explosives are not permitted in the exhibit area.

## Shipping Materials

Materials and displays may be shipped in advance to the decorator. They may also be shipped to the hotel to the company representative's attention. Civil Air Patrol will not be responsible for pickup or delivery of any exhibitor packages. Please contact the decorator or hotel for specific shipping instructions.

## Liability

Neither Civil Air Patrol nor the Tampa Marriott Waterside and its employees, officers, agents, directors or representatives are liable for any damage or loss that may occur to the exhibitor or the exhibitor's employees or property from any cause *whatsoever*. Insurance and liability are the full and sole responsibility of the exhibitor.

## Payment - Cancellations - Refunds

Full payment or a deposit of \$200 per booth is required with all registrations. The remainder of the booth fee will be due no later than 31 July 2004. If you must cancel for any reason, a \$50 processing fee will be deducted from refunds if notification is received before 1 July 2004. Cancellations received between 1 July and 1 August 2004 will result in a \$150 charge, deducted from the refund. No refunds will be issued after 1 August 2004.

## Proposed Exhibit Hall Schedule

Wednesday – 8/18	Noon – 5:00 pm	Setup
Thursday – 8/19	9:30 am – 4:00 pm	Open
Thursday – 8/19	6:00 pm – 7:30 pm	Reception
Friday – 8/20	9:30 am – 4:00 pm	Open
Saturday – 8/21	9:30 am – 2:00 pm	Open
Saturday – 8/21	2:00 pm – 4:00 pm	Breakdown

Exhibit hall schedule is subject to change.

**Absolutely no breakdown prior to 2:00 pm on Saturday.** To pull attendees into the exhibit hall, we will have refreshment breaks throughout the conference. Lunch will be served in the exhibit hall on Friday and Saturday.

## Exhibit Hall Coordinator

Linda Tynan

Exhibits/National Board – Civil Air Patrol

105 S. Hansell Street, Bldg. 714

Maxwell AFB, AL 36112-6332

Phone: 334.953.7767 Fax: 334.953.4245

[ltynan@cap.gov](mailto:ltynan@cap.gov) [www.cap.gov/events/nbmain.html](http://www.cap.gov/events/nbmain.html)



# HOTEL INFORMATION

## 2004 ANNUAL CONFERENCE HOTEL INFORMATION

Civil Air Patrol's 2004 National Board & Annual Conference • 18 - 21 August 2004 • Tampa, Florida

### Hotel:

Tampa Marriott Waterside  
700 South Florida Avenue  
Tampa FL 33602

### Reservations must be made prior to 16 July 2004

Call early to ensure availability

Name of Group: Civil Air Patrol – National Board & Annual Conference

Check-In Time: 4:00 pm

Check-Out Time: 12:00 pm

All reservations must be accompanied by one night's deposit or credit card to be charged

### Reservations:

800-228-9290

813-204-6397

### Room Rates:

Single - \$119    Double - \$139    Triple - \$159    + 12% tax

In order to receive a full refund, all cancellations must be made 48 hours prior to your arrival date

### Past Exhibitor List

Air Force Weather Agency  
Air Force Recruiting Service  
Airhead Flying Products  
Becker Avionics Inc.  
Bendix King Avionics  
Boeing Autometrics  
Centennial of Flight Commission  
Cessna Aircraft Company  
Chelton, Inc.  
EAA Aviation Foundation  
Eastern Aero Marine  
Eastern Avionics  
EF Johnson Company  
Embry-Riddle Aeronautical University  
eSoftware Professionals  
ExxonMobil  
Jeppesen  
Luscombe Aircraft Corporation  
Maule Air, Inc.  
Mill Street Design  
Mutual of Omaha  
PS Engineering, Inc.  
Sky Gems, Inc.  
Southern Avionics & Communications, Inc.  
Turtle Mountain Communications  
Tracker Radio Systems  
USAF Pararescue  
UPS Aviation Technologies  
Western Skyways, Inc.  
Wilson, Price, Barranco, Blankenship & Billingsley, P.C.

### 2004 General Schedule

#### Wednesday, 18 August

Conference Registration	1000-1800
CAP Day at Busch Gardens	All Day

#### Thursday, 19 August

Conference Registration	0700-1700
National Board Business Meeting	0800-1700
Exhibit Hall Open	0930-1600
Opening Reception	1800-1930

#### Friday, 20 August

Conference Registration	0700-1700
Opening General Assembly	0800-0930
Exhibit Hall Open	0930-1600
National Board Business Meeting	1030-1700
Educational Seminars	1030-1700
First-time Attendee Reception	1800-1900

#### Saturday, 21 August

Conference Registration	0730-1200
CAP Recognition Day	0800-1000
Educational Seminars	1030-1700
National Commander's Reception	1800-1900
CAP Annual Banquet	1900-2200

### Seminars include...

- \* QuickBooks Online – The Solution for 24-7 Accounting Access
- \* Catch the Funding Wave – \$urf's Up!!!
- \* The Compleat Space Cadet: Using the Satellite Tool Kit!
- \* Tactical to Practical: Creative Cadet Program Enhancement
- \* Exploiting the Spectrum: Hyperspectral Imaging Enhances Operations
- \* EX Open Cockpit - LIVE!

TODAY'S MISSIONS - TOMORROW'S TECHNOLOGY

<http://www.cap.gov/events/nbmain.html>

# Civil Air Patrol's 2004 National Board & Annual Conference

## TODAY'S MISSIONS - TOMORROW'S TECHNOLOGY

### EXHIBITOR REGISTRATION FORM

Please fill out the form below and mail or fax it in.

Civil Air Patrol's 2004 National Board & Annual Conference

18 - 21 August 2004 • Tampa Marriott Waterside, Tampa, FL

NB04 Exh WEB

### 1 CONTACT INFO AND EVENT SELECTION

Contact information: (please print)

Contact name \_\_\_\_\_ Title \_\_\_\_\_

Company name (as it should read on booth sign) \_\_\_\_\_ Company products \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Registration includes:** exhibit booth package, two conference registrations, tote bag, handouts, incidentals

**Note:** Two conference registrations are included with each booth package. Conference registrations will be assigned ONLY to the names below. **Registrations may not be transferred.**

**Names for exhibitor badges/conference registrations (please print)**

(1)

### SELECT YOUR EVENT

#### EARLY REGISTRATION (BEFORE JULY 1)

☐ Exhibit Registration \$ 459

☐ Additional Pass \$ 30

☐ Banquet - 8/21 \$ 45

(2)

#### REGISTRATION (AFTER JULY 1)

☐ Exhibit Registration \$ 599

☐ Additional Pass \$ 30

☐ Banquet - 8/21 \$ 45 (\$60 after 8/11)

**Names for additional exhibitor passes which may be obtained for \$30 each (please print)**

(EXTRA PASS 1)

**Names for banquet registration (please print)**

(EXTRA PASS 2)

(1)

(3)

(2)

(4)

### 2

### PAYMENT INFORMATION

☐ Check amount \$ \_\_\_\_\_ attached. ☐ Credit card \$ \_\_\_\_\_

☐ Visa ☐ Master Card ☐ American Express ☐ Discover

Card number \_\_\_\_\_ Expiration date \_\_\_\_\_ Signature \_\_\_\_\_

Card holder (please print name) \_\_\_\_\_ Telephone \_\_\_\_\_

### 3 SEND IN YOUR REGISTRATION AND DESCRIPTION

You may fax this form to: HQ CAP/XPC — **334-953-4245**

Make checks payable to: Civil Air Patrol/National Board

Mail check and registration form to:

National Board, HQ CAP/XPC, 105 South Hansell St., Bldg. 714, Maxwell AFB, AL 36112

**Please include a brief, 20-word description of your organization by 15 July for representation in conference program.**

Does your company have a home page on the www? write the url here: \_\_\_\_\_

<http://www.cap.gov/events/nbmain.html>

# Civil Air Patrol's 2004 National Board & Annual Conference

## TODAY'S MISSIONS - TOMORROW'S TECHNOLOGY

NB04 Spr WEB

### SPONSOR REGISTRATION FORM

18 - 21 August 2004 • Tampa Marriott Waterside, Tampa, FL

Contact information: (please print)

## 1 CONTACT INFO AND EVENT SELECTION

Contact name	Title		
Company name (as it should read on booth sign)		Company products	
Address	City	State	Zip
Telephone	Fax	E-mail	

#### Networking opportunities:

- |  |          |
|--|----------|
| <input type="checkbox"/> Conference Presenting Sponsor         | \$30,000 |
| <input type="checkbox"/> Beachcomber Bash Opening Reception*   | \$20,000 |
| Koozies  | \$5,000  |
| Sun visors   | \$5,000  |
| Sunglasses   | \$5,000  |
| Entertainment/tropical decorations                             | \$5,000  |
| <input type="checkbox"/> Lunch in Exhibit Hall* (Fri. or Sat.) | \$10,000 |
| <input type="checkbox"/> E-mail Stations (3 available)         | \$5,000  |
| <input type="checkbox"/> First-time Attendee Reception         | \$4,000  |
| <input type="checkbox"/> Refreshment Break (5 available)       | \$3,000  |

#### Exclusive promotional items:

- |   |         |
|---|---------|
| <input type="checkbox"/> Attaché Bags             | \$6,500 |
| <input type="checkbox"/> Conference T- Shirts     | \$5,500 |
| <input type="checkbox"/> Translucent Padfolios    | \$4,500 |
| <input type="checkbox"/> CD Cases                 | \$4,000 |
| <input type="checkbox"/> Mouse Pads               | \$3,500 |
| <input type="checkbox"/> Name Badge Lanyards      | \$2,500 |
| <input type="checkbox"/> Translucent Luggage Tags | \$2,000 |
| <input type="checkbox"/> Participation Awards     | \$1,500 |
| <input type="checkbox"/> Conference Pens          | \$1,000 |

\* Partial sponsorships available for these items

Each sponsorship includes booth space, exhibit hall passes and banquet tickets based on the amount of sponsorship. See sponsor package information in this brochure for details. Additional passes and tickets may be ordered below.

If your sponsorship package includes booth space(s), do you intend to use it? \_\_\_\_\_

Will you be attending the banquet 8/21? \_\_\_\_\_

- ☐ Extra Exhibit Hall Pass \$ 30 \_\_\_\_\_ ☐ Extra Banquet Ticket \$ 45 \_\_\_\_\_ ☐ Extra Banquet Ticket (after 8/11) \$ 60 \_\_\_\_\_  
☐ Program Advertising Ad size \_\_\_\_\_ Amount \$ \_\_\_\_\_

On a separate page, please include a brief, 20-word description of your organization for representation in conference program or e-mail Tim Frantz at [tfrantz@cap.gov](mailto:tfrantz@cap.gov). Description must be received no later than 15 July, 2004 to be included.

#### Names for exhibitor badges/conference registrations (please print)

(1)

(2)

#### Names for additional exhibitor passes which may be obtained for \$30 each (please print)

(EXTRA PASS 1)

(EXTRA PASS 2)

#### Names for banquet registration (please print)

(1)

(3)

(2)

(4)

☐ Check amount \$ \_\_\_\_\_ attached. ☐ Credit card \$ \_\_\_\_\_

☐ Visa ☐ Master Card ☐ American Express ☐ Discover

Card number Expiration date Signature

Card holder (please print name) Telephone

## 2 PAYMENT INFORMATION

## 3 SEND IN YOUR REGISTRATION AND DESCRIPTION

You may fax this form to: HQ CAP/XPC — **334.953.4245**

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Mail check and registration form to:

National Board, HQ CAP/XPC, 105 South Hansell St. Bldg. 714, Maxwell AFB, AL 36112

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# NETWORKING

Civil Air Patrol is actively promoting its 2004 Annual Conference, "Today's Missions - Tomorrow's Technology." This is an excellent opportunity for you to reach key CAP audiences. Traffic during the conference allows vendors one-on-one time with organizational decision-makers - the perfect opportunity to showcase your service and/or product. To encourage exhibit hall traffic, we will be holding the Beachcomber Bash opening reception in the exhibit hall Thursday evening, offering refreshment breaks each day, and boxed lunches in the exhibit hall on Friday and Saturday. Your participation will help make the exhibit hall an exciting venue for everyone.

## About CAP

Civil Air Patrol is the official U.S. Air Force auxiliary, a nonprofit organization with more than 62,000 trained, volunteer members nationwide. CAP was formed in 1941 immediately prior to World War II to provide homeland defense support while our military personnel were fighting overseas. After the war, Congress recognized the value of this enthusiastic and capable group of volunteers and chartered CAP as a humanitarian, nonprofit organization with three primary missions: Aerospace education, cadet programs and emergency services. Since the events of 11 September 2001, the volunteer members of CAP are prepared to step forward again to protect the people and assets of this great nation.

## What is the CAP Annual Conference?

One of the most important meetings for CAP members each August is the annual conference, a valuable opportunity to network and learn first-hand about CAP's newest programs and plans. CAP's eight regions take turns hosting the event, which draws approximately a thousand members, wing and headquarters staff, legislators, Air Force and other military personnel, and agency representatives from throughout the nation.

During the conference, members can meet and mingle with their national CAP and Air Force leaders and headquarters staff. Members can also choose from dozens of workshops on such topics as unit administration, operations management, procurement, funding, public and media relations, aerospace education, team-building, and leadership skills.

Each conference features an exhibit hall packed with companies, agencies and other groups who impact CAP's missions, allowing members to learn about the best new resources available to them. In conjunction with the conference, the CAP National Board also holds its summer quarterly meeting at the

same location. Many members take the opportunity to sit in on the board sessions to hear discussions on CAP's business issues and strategic plans.

## Marketing Efforts Include:

- Free laptop to be given away in a drawing during general assembly, all online registrants are eligible to win
- Full-color postcard mailed to all senior members
- Follow-up postcard mailed to all senior members
- Monthly flyer updates mailed to all CAP units
- Promotional poster mailed to all CAP units
- Monthly e-mail updates to all CAP PAOs
- Monthly e-mail updates to CAP members
- CAP day at Busch Gardens
- Promotional video e-mailed to CAP members showing Tampa Bay area attractions and special offers
- Promotional video featuring the CAP National Commander e-mailed to CAP members
- Regular updates to CAP National Board members reminding them to encourage member attendance
- Advertisements and feature stories in our bi-monthly publication, *Civil Air Patrol News*, circulation more than 62,000
- Media kits mailed to all local media
- First-time senior attendee reception Friday evening with the Chairman of the CAP Board of Governors, CAP National Commander, and CAP Executive Director
- Lunch in the exhibit hall on Friday and Saturday
- Refreshment breaks in the exhibit hall every day, one in the morning and one in the afternoon
- New training seminars for CAP members

## Conference Program Advertising Opportunities

Conference program advertising puts your company's message right in the hands of our attendees. For additional information on program ad specifications and placement, contact Tim Frantz at 334.953.7672. Art must be received by 15 July, 2004.

Back cover, full-page, color	\$3,500	8.5" x 11" (add 1/8" for bleed)	45 picas W x 59.5 picas H
Inside front cover, color	\$2,800	8.5" x 11" (add 1/8" for bleed)	45 picas W x 59.5 picas H
Inside back cover, color	\$2,000	8.5" x 11" (add 1/8" for bleed)	45 picas W x 59.5 picas H
Full-page, black & white	\$1,200	7.5" x 10"	45 picas W x 59.5 picas H
Half-page, black & white	\$600	7.5" x 4.875"	45 picas W x 29.5 picas H
Quarter-page, black & white	\$300	3.625" x 4.875"	22 picas W x 14.75 picas H

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